

PSJ14 Janssen Opp Exh 37 – JAN-MS-00010801

NUCYNTA & NUCYNTA ER 2012 Business Plan

December 12, 2012



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Objectives:

- Review and gain alignment on 2012 tactics that support identified strategic imperatives
- Identify areas of opportunity for further exploration
- Align on timing and roles/responsibility of tactical execution



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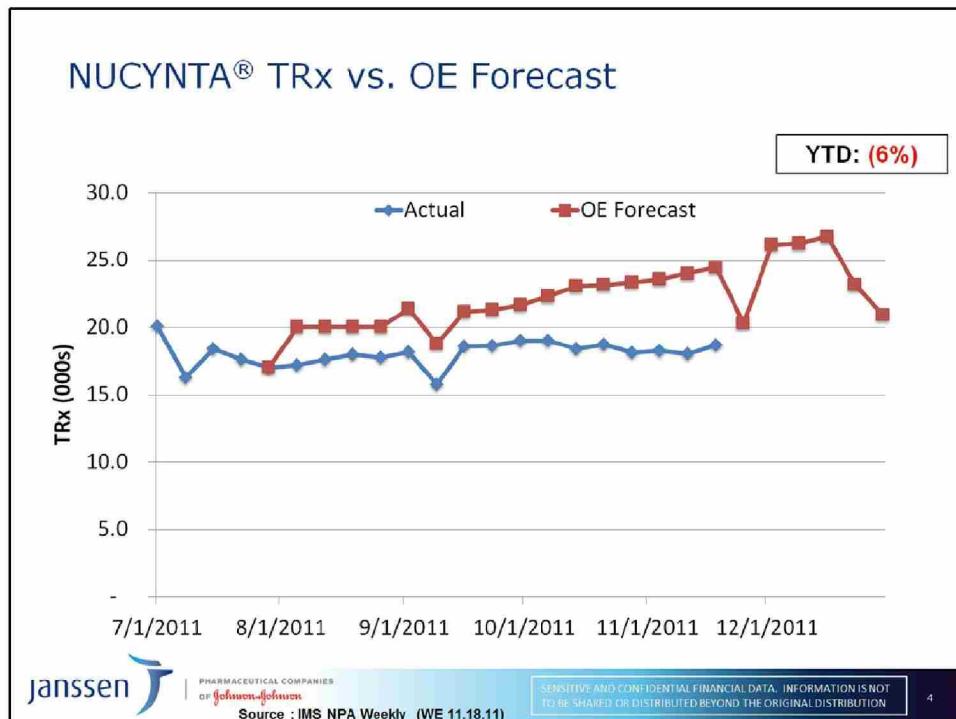
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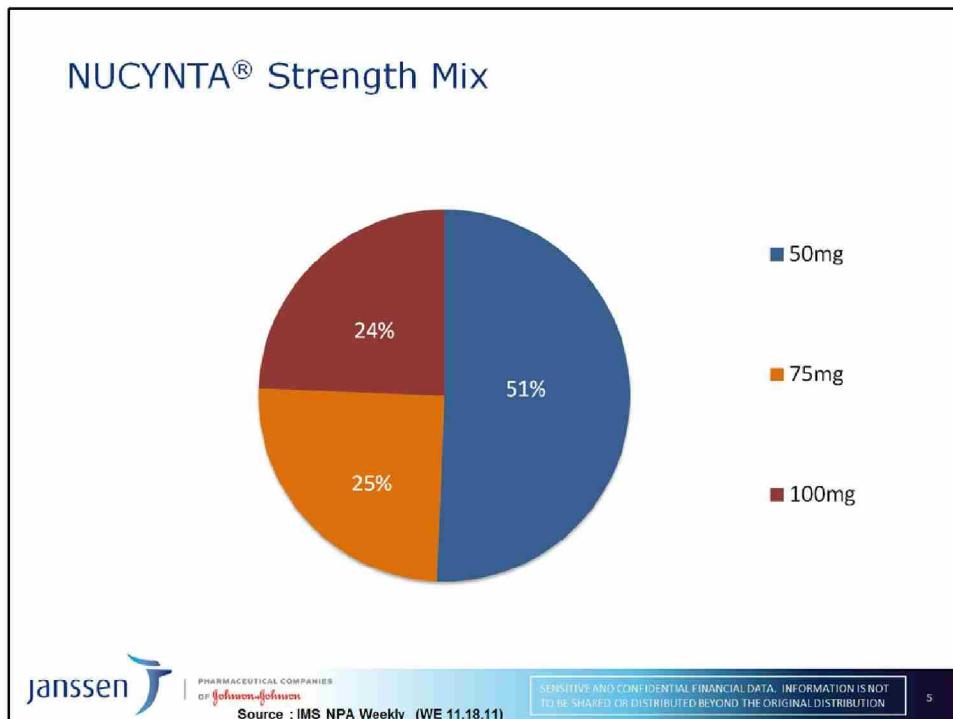
2012 Business Plan



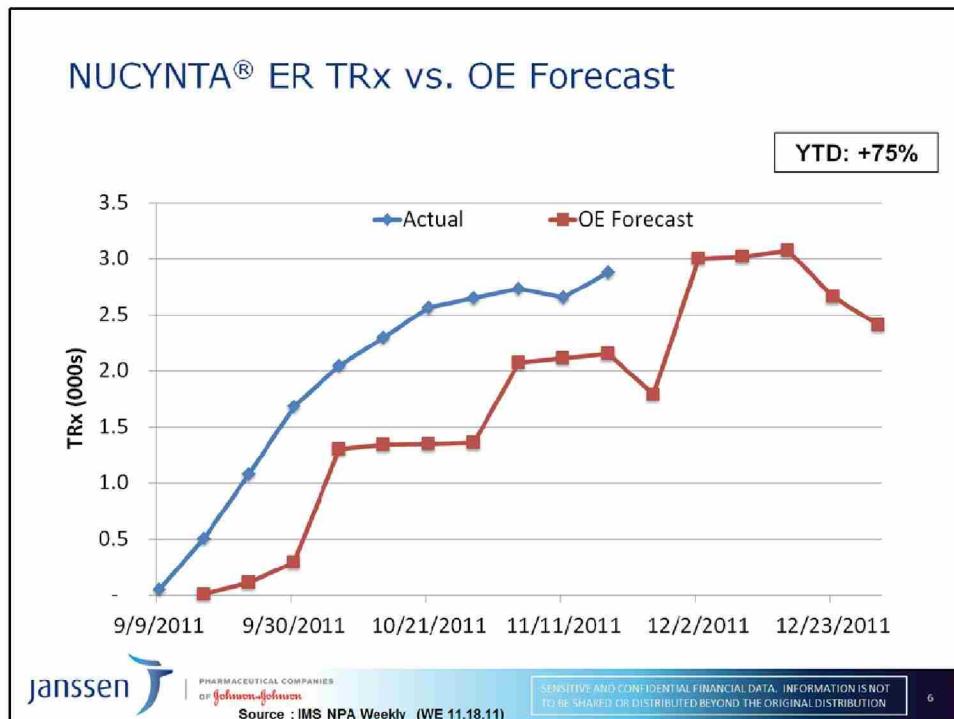
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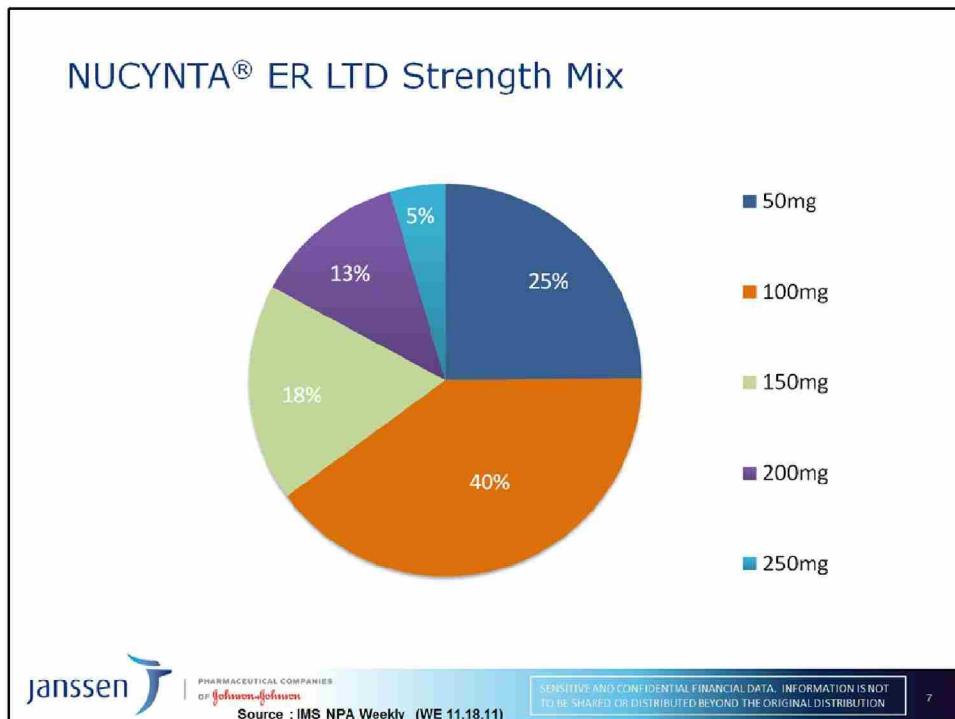
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- Strength mix relatively even among top specialties
- Mix is consistent over the first 9 weeks post-launch
- NP/PA's are skewing slightly higher toward the 50mg at a higher rate (29%) than Pain specialists (24%) or PCP's (26%)





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- Mix is consistent over the first 9 weeks post-launch
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What we've learned from our customers
(Market Research: 2Q 2011)

- Mindset Perspective**
 - No good clinical reasons **NOT** to use NUCYNTA
 - HCPs welcome more information
 - Sub-optimal dosing has led to a perceived lack of efficacy
- Behavioral Characteristics**
 - Tend to give up on NUCYNTA when faced with challenges/ hassle
 - ***Perceived** formulary barriers & high cost to patients
 - Rely on "old" habits
 - Need to be **reminded** (message retention)
- NUCYNTA Selling Efforts**
 - Highly **promotionally** sensitive
 - Speaker Programs often **trigger** first use
 - **Efficacy** 1st followed by **Tolerability** (both matter)
 - **Dosing** awareness & comfort of 75mg/100mg
 - **Availability/ Awareness** of "PNMT \$25 savings card"

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Can we add any detail about the customers interviewed? Ex.

- They wrote NUC in past # of weeks
- Saw a rep, didn't see a rep
- PCPs/ specialists, etc.

Next slide should be a "so here's what we're going to do..."

Critical Success Factors

- Launch Excellence for NUCYNTA & NUCYNTA ER
- Optimize Share of Voice (SOV) vs. competition
- Differentiate NUCYNTA and NUCYNTA ER vs. oxycodone formulations to ensure rapid patient trial & adoption
- Continue to drive national and regional access and pull through
- Influence policy and legislative events to ensure appropriate HCP & patient access

David, Here are the unedited notes from our 7/5 meeting:

- Increase prescriber base
- Productivity
- Large SOV
- Access (payer, stocking, policy)
- Generate additional evidence vs oxy
- NP/PA
- Make clinical evidence matter
- Proactively manage product supply

On this slide, list your CSF

What are the things that really matter, that will make or break the brand this year

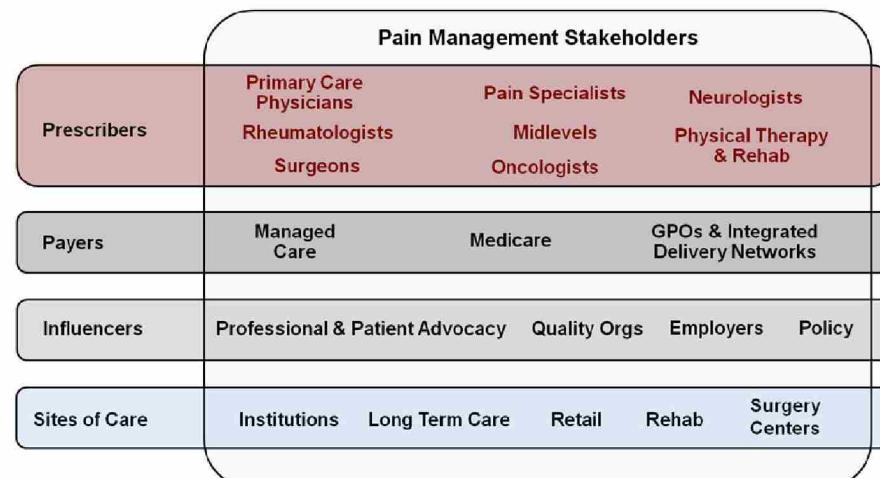
Orient around growth, should be limited in number. If you have more than 3-5, make sure you challenge the thinking. Are you being selective enough

CSFs can be defined as the

Strengths that need to be maintained or exploited (frequently aligned with opportunities)

Weaknesses that need to be corrected in order to implement the strategy (frequently aligned with threats)

NUCYNTA® success requires integrated effort across stakeholders within their sites of care



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Rx Influence by Stakeholder – Subjective Analysis



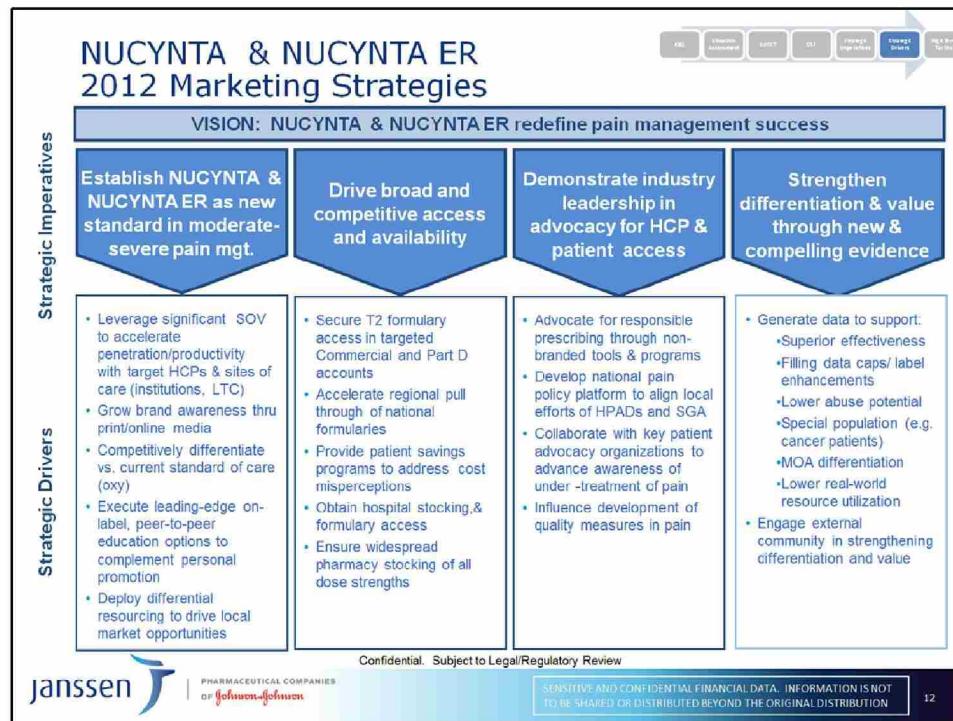
* Source: McKinsey & Co. Based on stakeholder interviews and roundtables. Janssen Internal



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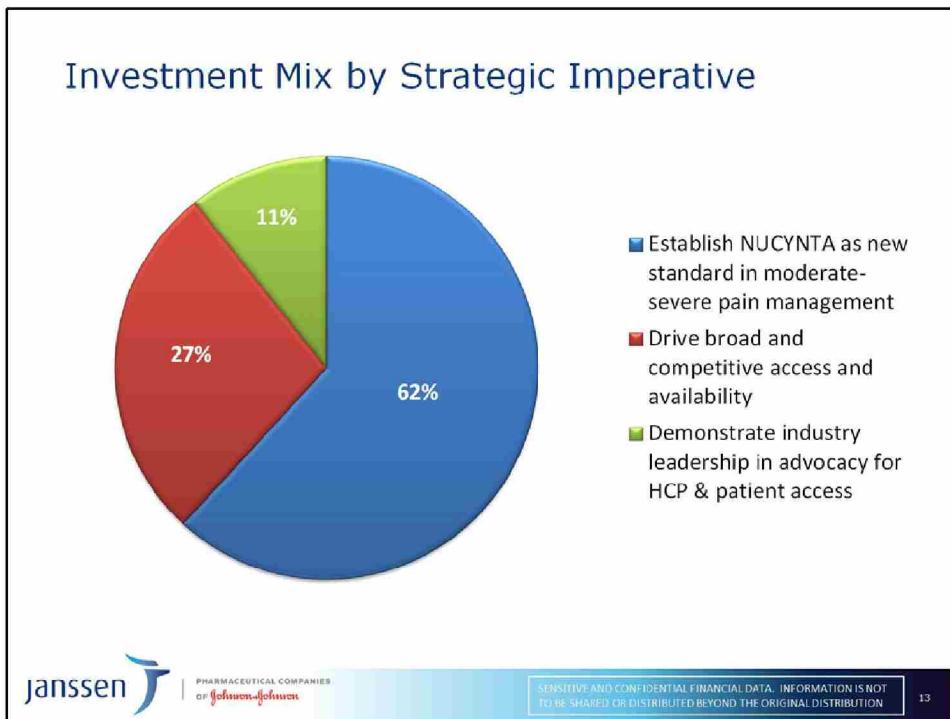
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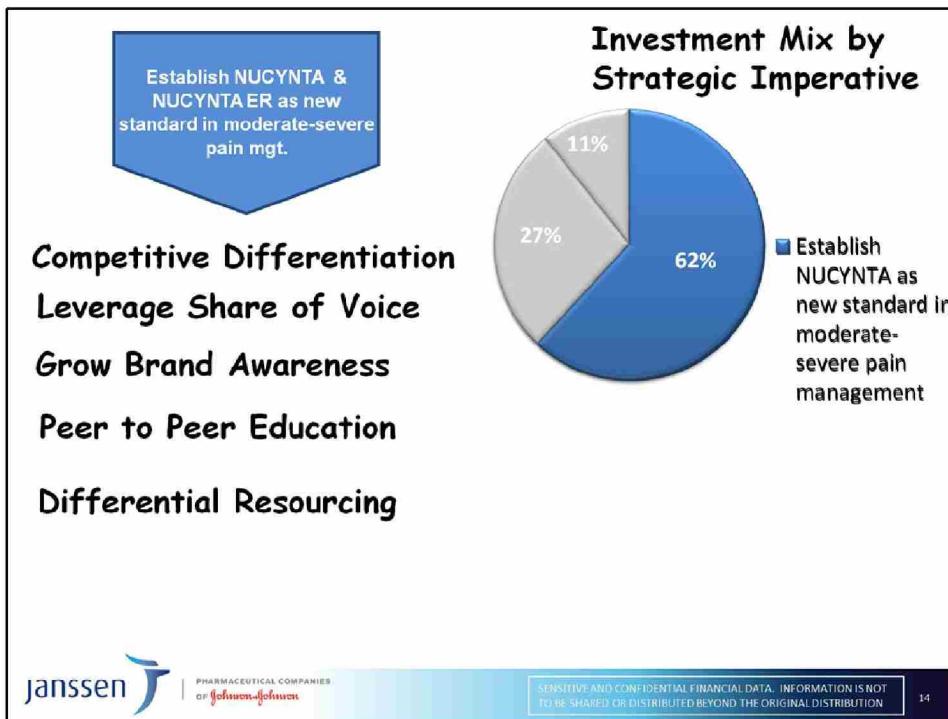


An example of this slide filled out can be found in back up.

Example Strategic Imperative:

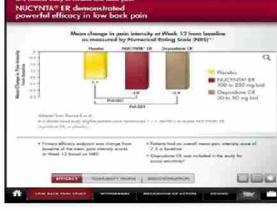
Example Strategic Driver: Drive brand choice with HCPs for target patients with ADHD with comorbid conditions. Goal: Acquire 22% of new start patients





Establish NUCYNTA & NUCYNTA ER as new standard in moderate-severe pain mgt.

In a clinical study in chronic low back pain, NUCYNTA® ER demonstrated powerful efficacy in low back pain.



Mean Change in pain intensity at Week 12 from baseline (n=1000) for NUCYNTA® ER (n=333), OxyContin® ER (n=333), and OxyContin® 120 mg (n=333).

Legend: NUCYNTA® ER (Yellow), OxyContin® ER (Red), OxyContin® 120 mg (Green).

Group	Mean Change in pain intensity at Week 12 from baseline
NUCYNTA® ER	-4.5
OxyContin® ER	-3.5
OxyContin® 120 mg	-3.0

Significance levels: * p < 0.05, ** p < 0.01, *** p < 0.001.

Competitive Differentiation

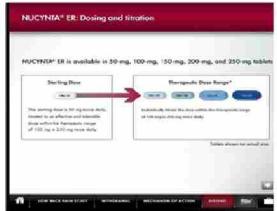
Leverage Share of Voice

Grow Brand Awareness

Peer to Peer Education

Differential Resourcing

Efficacy



NUCYNTA® ER: Dosing and titration

NUCYNTA® ER is available in 20 mg, 100 mg, 50 mg, 200 mg, and 250 mg tablets.

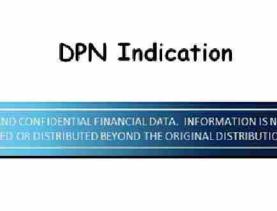
Starting Dose → Therapeutic Dose Range*

The starting dose is 20 mg twice daily, increased to 100 mg twice daily, and then to 200 mg twice daily, if pain relief is not achieved.

Individuals taking this dose with the dosing range of 200 mg to 250 mg twice daily.

Tablets shown for visual aid.

Dosing



DPN Indication

NUCYNTA® ER is indicated for the treatment of moderate to severe chronic pain in patients with a history of opioid use who are not candidates for opioid therapy.



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Establish NUCYNTA &
NUCYNTA ER as new
standard in moderate-severe
pain mgt.

Competitive Differentiation

Leverage Share of Voice

Grow Brand Awareness

Peer to Peer Education

Differential Resourcing



Significant Salesforce Support for

NUCYNTA® and NUCYNTA® ER

Retail

Institutional

JBI - Oncology

SCG



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**Establish NUCYNTA &
NUCYNTA ER as new
standard in moderate-severe
pain mgt.**

Competitive Differentiation
Leverage Share of Voice
Grow Brand Awareness
Peer to Peer Education
Differential Resourcing






The screenshot shows the product page for NUCYNTA ER. At the top, it says 'NOW APPROVED' and 'For the management of moderate to severe chronic pain in adults when a continuous, around-the-clock opioid analgesic is needed for an extended period of time'. Below this, there are sections for 'HIGHLIGHTS AND RESOURCES' including 'Potential Efficacy Profile' and 'Potential Tolerability Profile'. There are also 'REVIEW OR REQUEST' buttons for each.



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The collage includes the following elements:

- Mobile Platforms:** Two smartphones displaying the NUCYNTA mobile website.
- NUCYNTA.com:** A screenshot of the NUCYNTA website.
- Journal Ads:** Examples of journal advertisements for NUCYNTA.
- Grow Brand Awareness:** A central heading.
- Medi-Scripts:** Two small images of Medi-Scripts product packaging.
- Banner Ads:** A row of various medical and pharmaceutical website banners.
- Paid Search:** A screenshot of a Google search results page.
- jan:** A blue arrow pointing to the left, with the text "jan" written vertically next to it.
- TO BE SHARED OR DISTRIBUTED BEYOND THE ORIGINAL DISTRIBUTION:** A watermark at the bottom of the banner ads.
- 18:** A page number at the bottom right.

Establish NUCYNTA & NUCYNTA ER as new standard in moderate-severe pain mgt.



Competitive Differentiation

Leverage Share of Voice

Grow Brand Awareness

Peer to Peer Education

Differential Resourcing



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Our digital strategy enables integration across channels

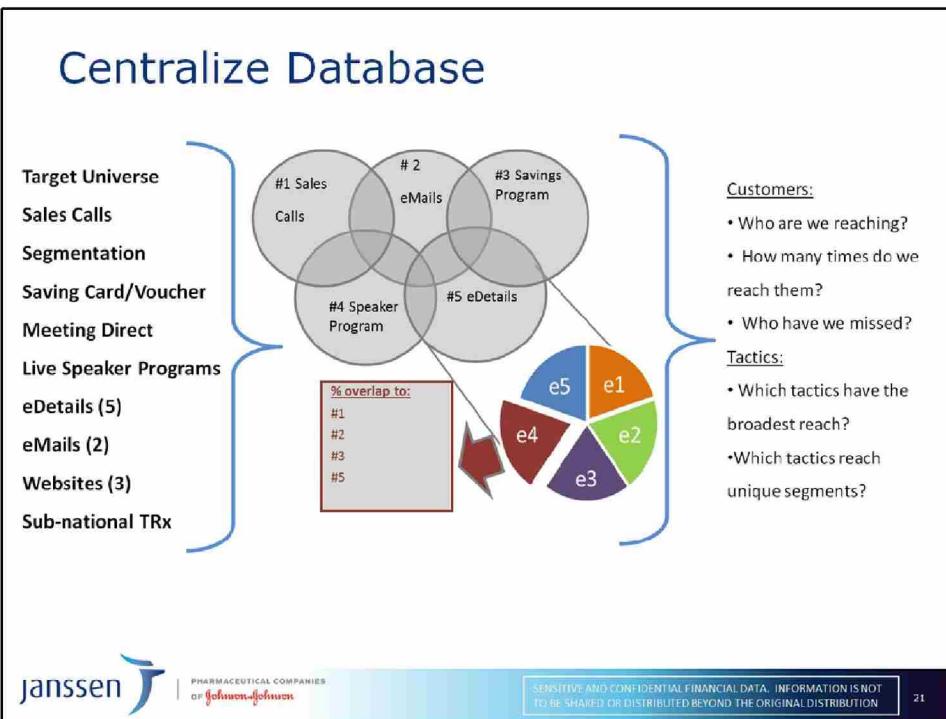


- Centralized Database
 - Customer centric vantage point
 - Optimize channels
- Professional Relationship Management
 - Closed-loop communications
 - Customized communications based on segmentation data

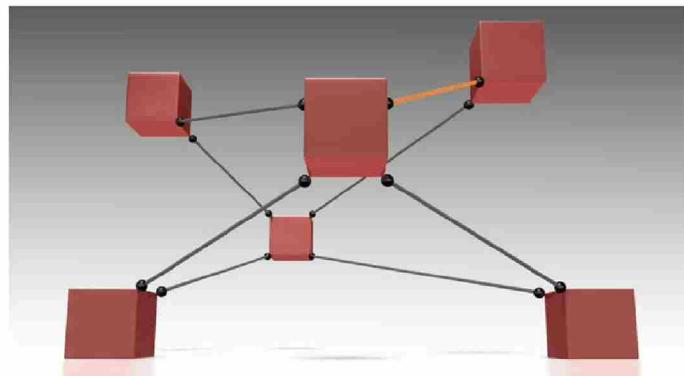


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Professional Relationship Management (PRM)



What we can do now:

- Enhanced Calls to Action
- SOW provision for data feeds

What we plan to do in the future:

- PRM system based on segmentation analysis



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Message Development/Execution

Establish NUCYNTA
as new standard in
moderate-severe pain
management

- **Strategic Drivers:**

- Competitively differentiate vs. current standard of care (oxy)
- Leverage significant SOV to accelerate penetration/productivity with target HCPs & sites of care (institutions, LTC)
- Deploy differential resourcing to drive local market opportunities

- **2012 Key Tactics**

Tactics	Q1	Q2	Q3	Q4
IPAD Asset Updates (NUCYNTA & NUCYNTA ER)	✓		✓	
Branded Leave-Behind Resources	✓	✓	✓	✓
NUCYNTA & NUCYNTA ER Dosing Education	✓	✓	✓	✓
NUCYNTA / NUCYNTA ER Switch Reprint Carrier		✓		
DPN Indication – Assets, Leave-Behind, Reprint Carrier			✓	✓



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Promotional Medical Education

Establish NUCYNTA
as new standard in
moderate-severe pain
management

- **Strategic Driver:**
 - Execute leading-edge on-label, peer-to-peer education options to complement personal promotion
 - Deploy differential resourcing to drive local market opportunities
- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Meeting Direct Virtual Speaker Programs	✓	✓	✓	✓
Live Speaker Programs	✓	✓	✓	✓
Regional Speaker Programs (Hot Spot)	✓		✓	
Speaker Direct		✓	✓	✓
Attendee Newschannel	✓	✓	✓	✓
Key Congress/ Product Theaters	✓	✓	✓	✓


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Media

Establish NUCYNTA
as new standard in
moderate-severe pain
management

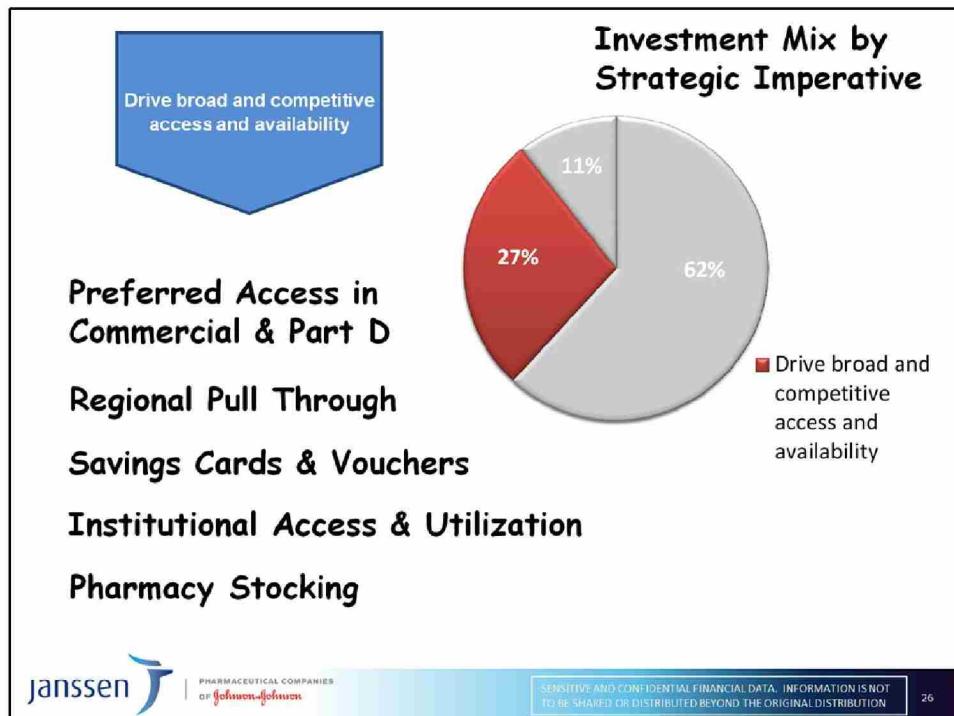
- **Strategic Driver:**
 - Grow brand awareness thru print/online media
- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Unbranded and Branded Paid Search	✓	✓	✓	✓
Banner Ads – Primary Care & Pain Specialists	✓	✓	✓	✓
WebMD infosite and E-mails	✓	✓	✓	✓
Medi-Script Rx Pad Advertising	✓	✓	✓	✓
Specialty Print Media	✓	✓	✓	✓



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Drive broad and competitive access and availability

Preferred Access in Commercial & Part D

Regional Pull Through

Savings Cards & Vouchers

Institutional Access & Utilization

Pharmacy Stocking

SCG Value Proposition Assets



SCG Resources



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Drive broad and competitive access and availability

Preferred Access in Commercial & Part D

Regional Pull Through

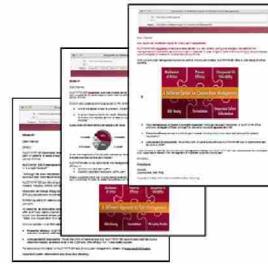
Savings Cards & Vouchers

Institutional Access & Utilization

Pharmacy Stocking



Formulary Flashcards



Digital Support (e-blasts, formulary flash)



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Drive broad and competitive access and availability



Preferred Access in Commercial & Part D

Regional Pull Through

Savings Cards & Vouchers

Institutional Access & Utilization

Pharmacy Stocking

NUCYNTA Extended-release

Elevate NUCYNTA Prominence



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Drive broad and competitive
access and availability





Pharmacy Locator "App"

Preferred Access in
Commercial & Part D

Regional Pull Through

Savings Cards & Vouchers

Institutional Access & Utilization

Pharmacy Stocking



Business Review Sell Sheets



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Payer/Access

Drive broad and competitive access and availability

- **Strategic Drivers:**
 - Secure preferred formulary access in targeted Commercial and Part D accounts
 - Accelerate regional pull through of national formularies
 - Provide patient savings programs to address cost misperceptions
- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Co-Pay Assistance Programs	✓	✓	✓	✓
Addition of foreign language materials	✓			
Alternate delivery vehicles			✓	
Managed Care Field Resources	✓	✓	✓	✓
Epocrates MHC Alerts	✓	✓	✓	✓
Medicare Part D Pull Through		✓	✓	✓
SCG Value Prop iPad and Updates	✓	✓	✓	

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Institutions

Drive broad and competitive access and availability

- **Strategic Drivers:**
 - Obtain hospital stocking,& formulary access
- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Increase promotional prominence of NUCYNTA	✓			
iPAD Refresh for NUCYNTA		✓		
Formulary Communication Tools	✓	✓	✓	✓
Quality/Disease State Campaign: Optimizing Pain Management in the Institutional Setting	✓	✓	✓	✓
Burden of Pain Slide Deck / Discussion Guide	✓			
Joint Commission Resources Toolkit	✓			
Joint Commission Resources Textbook			✓	
Prescribe Responsibly QualitySolutions360.com	✓	✓	✓	✓



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Trade & Pharmacy

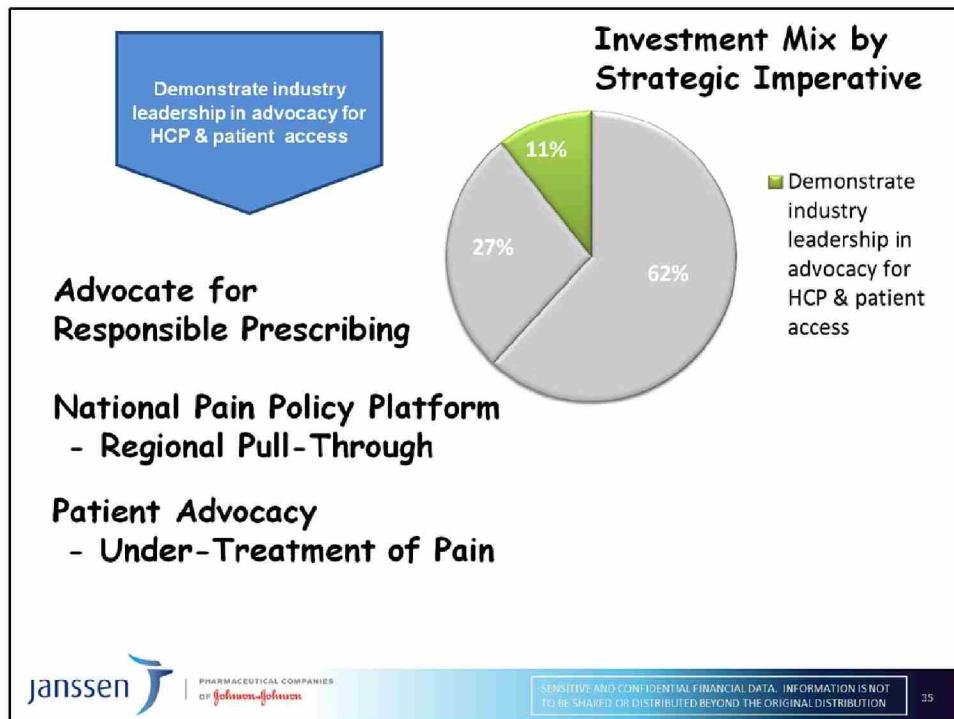
- **Strategic Drivers:**
 - Ensure widespread pharmacy stocking of all dose strengths
- **2012 Key Tactics**

Drive broad and competitive access and availability

Tactic	Q1	Q2	Q3	Q4
Pharmacy Locator "App" on iPAD	✓			
Update Business Review Sell Sheet		✓		✓
Update Business Review Slide Deck		✓		✓
Pharmacy Leave-behind		✓	✓	✓
Pharmacy e-blast MHC Alerts	✓	✓	✓	✓
Field Pharmacy Stocking Report	✓	✓	✓	


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Demonstrate industry leadership in advocacy for HCP & patient access

Industry Leadership in Pain Management

Prescribe Responsibly

Health Media: *My Pain. My Plan.*

Employer Pain Program

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Demonstrate industry leadership in advocacy for HCP & patient access



Prescribe RESPONSIBLY
Responsible Pain Management
PrescribeResponsibly.com is a Web site for healthcare professionals about the appropriate and responsible prescribing of opioid analgesics for patients with acute and chronic pain.

Advocate for Responsible Prescribing

National Pain Policy Platform
- Regional Pull-Through

Patient Advocacy
- Under-Treatment of Pain



**Smart Moves
Smart Choices**



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Demonstrate industry leadership in advocacy for HCP & patient access

Advocate for Responsible Prescribing

National Pain Policy Platform - Regional Pull-Through

Patient Advocacy - Under-Treatment of Pain

REGISTER TODAY

Florida Policy Program **HB7095** **MEETING DIRECT**

Live Videoconference Schedule

#	Date	Eastern
1	Monday, December 05, 2011	7:30 PM
2	Tuesday, December 06, 2011	7:30 PM
3	Monday, December 12, 2011	7:30 PM
4	Tuesday, December 13, 2011	6:00 PM
5	Wednesday, December 14, 2011	12:15 PM
6	Thursday, December 15, 2011	7:30 PM
7	Monday, December 19, 2011	7:30 PM
8	Tuesday, December 20, 2011	6:00 PM
9	Wednesday, December 21, 2011	7:30 PM
10	Thursday, December 22, 2011	6:00 PM

Presented by: John J. Coleman, PhD
 Assistant Administrator of Operations,
 Drug Enforcement Administration (retired)
 President, Board of Directors
 Drug Watch International

HOW TO REGISTER

Visit: www.HB7095INFO.com
 Enter access code: **SOCD2011**

Please note: You will receive a confirmation e-mail that will include further logistical information.

Please note: All you need for the live meeting is a computer with internet access and a phone.

Each scheduled live videoconference will run for approximately 45 minutes followed by a question and answer period. The live broadcast will be recorded and made available for viewing online.

MEETING DIRECT

This exciting program will provide you with an opportunity to attend an interactive presentation with a live panel of experts via live videoconference.

Participation requires a personal computer, a web cam and a telephone. Please make sure you have the latest version of your videoconference software installed.

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Demonstrate industry leadership in advocacy for HCP & patient access

Advocate for Responsible Prescribing

National Pain Policy Platform
- Regional Pull-Through

Patient Advocacy
- Under-Treatment of Pain







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Policy/Advocacy

Demonstrate industry leadership in advocacy for HCP & patient access

- **Strategic Drivers:**
 - Advocate for responsible prescribing through non-branded tools & programs
 - Collaborate with key patient advocacy organizations to advance awareness of under-treatment of pain
 - Develop national pain policy platform to align local efforts of HPADs and SGA
 - Influence development of quality measures in pain
- **2012 Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Develop and communicate National Policy Platform			✓	✓
Expand policy programs for local and national needs	✓	✓	✓	✓
Align and execute Advocacy and PR initiatives		✓	✓	✓


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Public Relations

Demonstrate industry leadership in advocacy for HCP & patient access

- **Strategic Drivers:**
 - Shift/change discussion to between patients living with pain (Acute/chronic) and their HCP
 - Advocate for responsible prescribing through non-branded tools & programs
 - Collaborate with key patient advocacy organizations to advance awareness of under-treatment of pain
- **Key Tactics**

Tactic	Q1	Q2	Q3	Q4
Multi-faceted initiatives designed to differentiate NUCYNTA/ER from other opioids (data, surveys, white paper, assessment tool, etc,...)	✓	✓	✓	✓
Strengthen Relationships With Key Third-Parties and Patients Through the <i>Let'sTalk Pain</i> Coalition		✓	✓	✓
Amplify HECOR Data Via Media Outreach			✓	✓



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Strengthen differentiation &
value through new &
compelling evidence

Generate data to support:

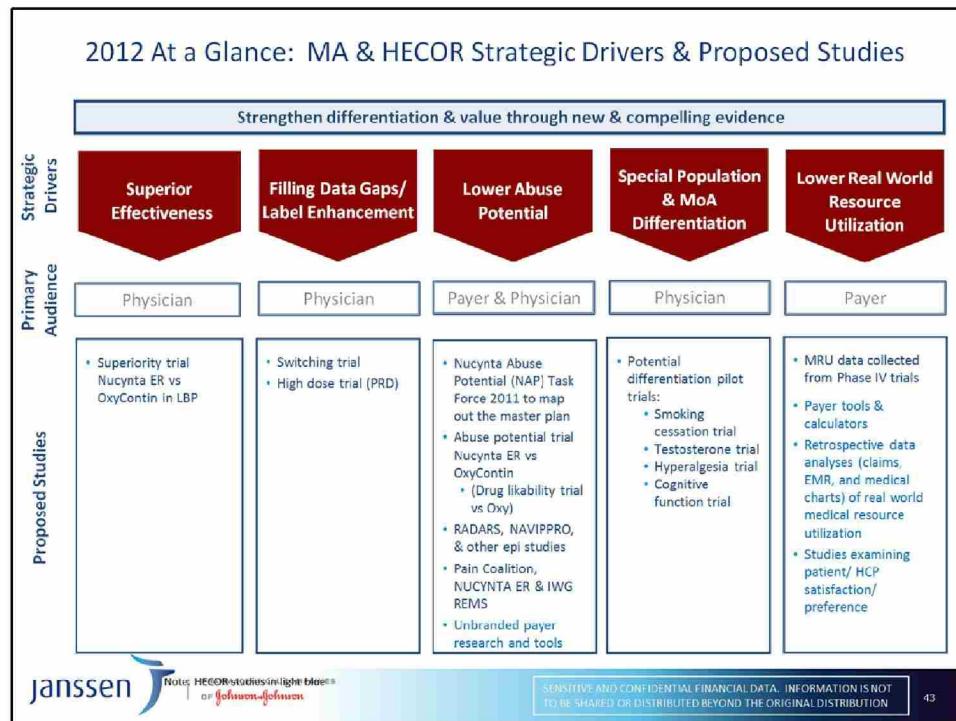
- **Superior Effectiveness**
- **Filing Data Gaps/Label Enhancements**
- **Lower Abuse Potential**
- **Special Population**
- **MOA Differentiation**
- **Lower Real-World Resource Utilization**

**Engage External Community in
Strengthening Differentiation & Value**



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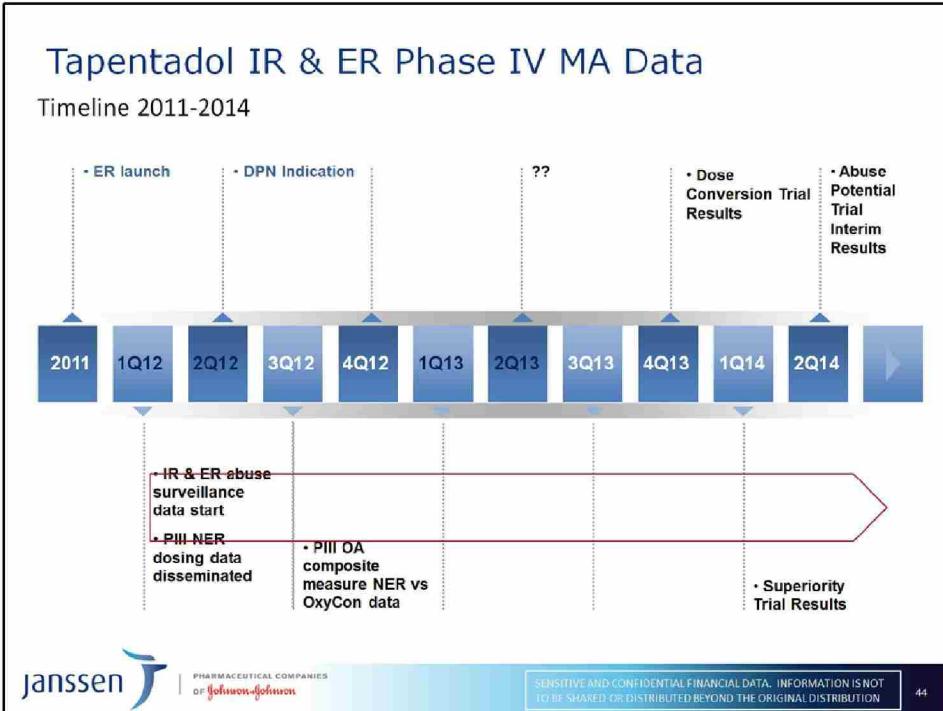
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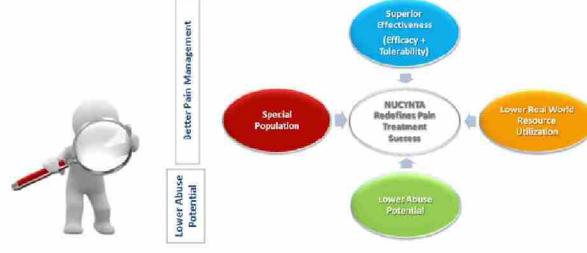
Example Strategic Imperative:

Example Strategic Driver: Drive brand choice with HCPs for target patients with ADHD with comorbid conditions. Goal: Acquire 22% of new start patients



Strengthen differentiation & value through new & compelling evidence

- Generate data to support:
 - Superior effectiveness
 - Filling data gaps/ label enhancements
 - Lower abuse potential
 - Special population (e.g. cancer patients)
 - MOA differentiation
 - Lower real-world resource utilization
- Engage external community in strengthening differentiation and value



2012 HECOR Focus:

- **Finalize/publish ongoing non-branded research (burden of pain, lower abuse potential, better pain management)**
- **Increase efforts on branded research**
- **Prioritize data and tools for proactive dissemination**

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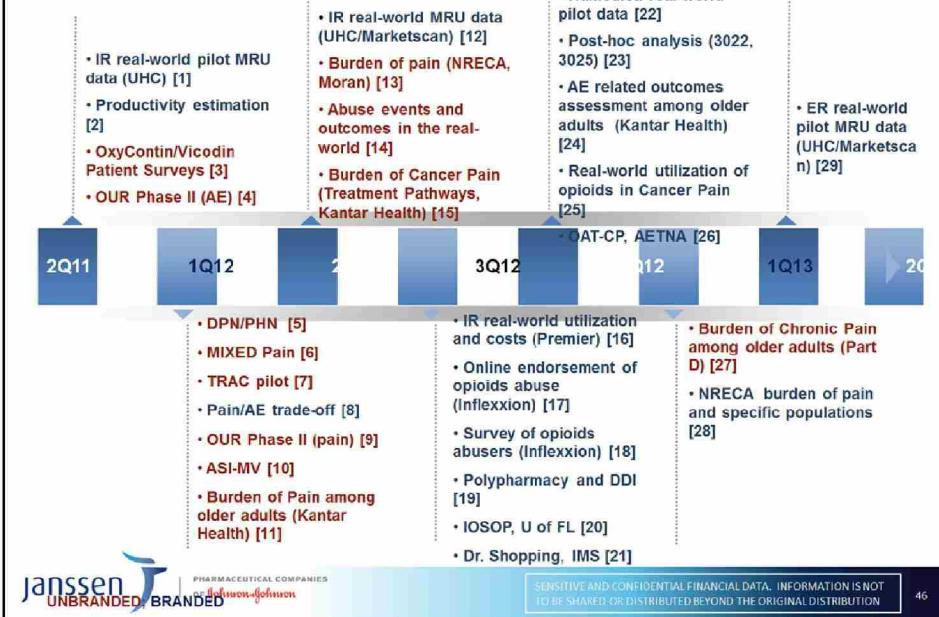
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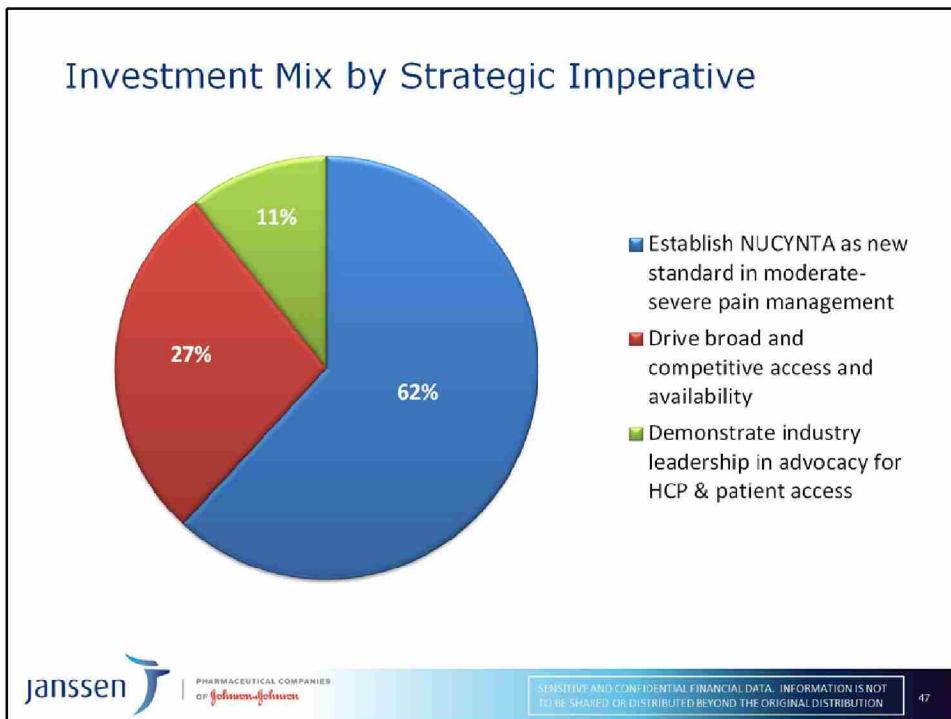
Confidential

JAN-MS-00010845

Tapentadol IR & ER HECOR Data Generation

Timeline 2011-2013





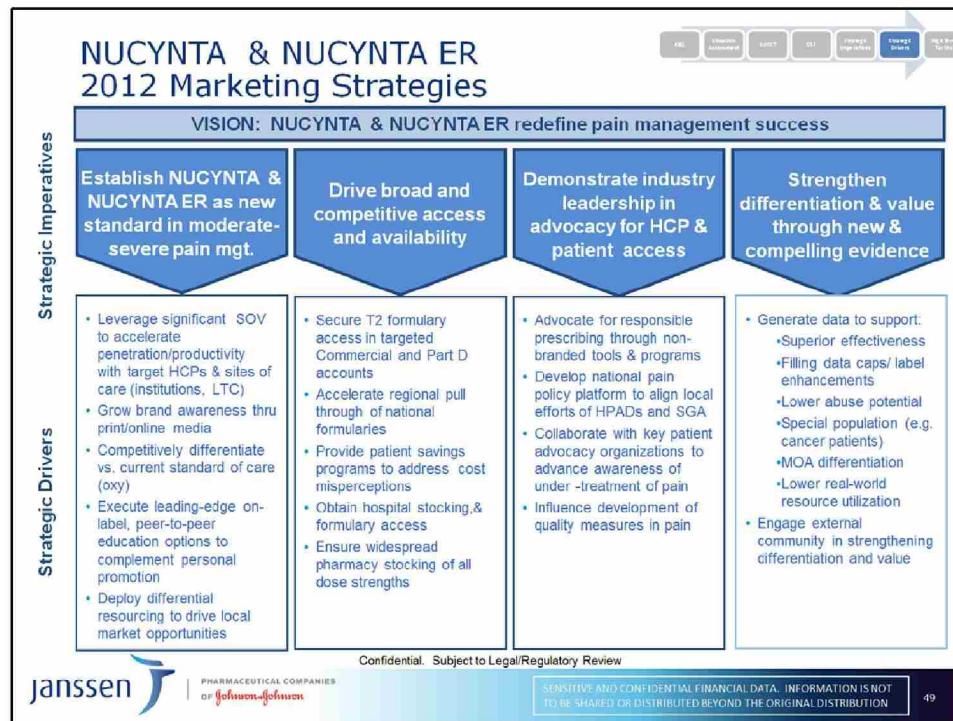
Key Themes for 2012

- Establishing NUCYNTA & NUCYNTA ER As A New Standard
 - Competitive Differentiation
 - Leverage Share of Voice
 - Grow Brand Awareness
- Driving Access & Availability
 - Tier 2 – Commercial & Part D
 - Institutional Influence
 - Ensuring Pharmacy Stocking
- Industry Leadership in Advocacy
 - Pain Policy
 - Regional Influence / Pull Through
 - Patient Advocacy



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An example of this slide filled out can be found in back up.

Example Strategic Imperative:

Example Strategic Driver: Drive brand choice with HCPs for target patients with ADHD with comorbid conditions. Goal: Acquire 22% of new start patients

Preparing for our future...



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Hospital influence will increase

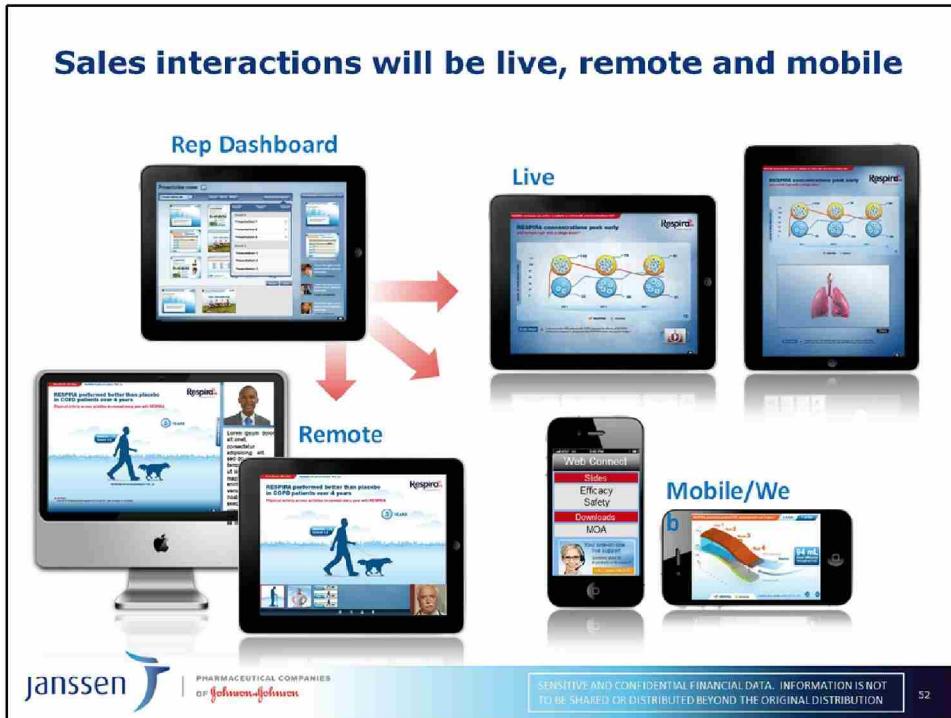


- Capitalize on Institutional presence
- Demonstrate value beyond cost of therapy
- Leverage Janssen portfolio



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BACKUP SLIDES



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Agenda DAY 2

Time	Run Time	Activity/Description	Presenter
9:00 – 9:05 am	5 min	Introduction	P Lowman
9:05 – 10:00 am	60 min	Payer Marketing	K Deem Eshleman
10:00 – 11:00 pm Includes 15 min break	60 min	Savings Cards	K Deem Eshleman
11:00 – 12:00 pm	60 min	Advocacy / Policy / PR	K Deem Eshleman F De Miro
12:00 – 1:30 pm	60 min	Lunch – Pension Benefit Seminar	
1:30 – 4:00 pm Includes 15 minute break	120 min	Execution Plan – Sequencing & Timing	Team



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Agenda

- Review Workshop Key Take-Aways / Key Topics to Address
- Review Budget Line Items
- Map tactical calendar
- Discuss what the road show deck should look like (i.e. how much detail, etc.)



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Business Plan Workshop – Key Topics

- Training
 - Specialty backgrounds
 - Pain Treatment Protocols
 - Conversion (Nucynta to NUC ER or other opioid to NUC ER)
- Change in Behavior
 - Uncover the patient profile – Training
 - Call Openers -> Dialogue Training & iPAD
 - Ensure knowledge/mastery of pain types and treatment protocols – Training
- Appropriate Dosing & Titration
 - Awareness of dosing options – Training & Leave Behind
 - When & How achieve optimal dose – Training & Leave Behind
 - Eg Trigger Point within call continuum

Demonstrate therapeutic range used in clinical trials – Training Leave behind & iPAD



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Business Plan Workshop – Key Topics

- Staff – Is this a stakeholder we have covered?
- NP & PA as a clearly identified specialty of growth
 - Separate NP from PA (neither are midlevels!)
- Forecast Workshops
 - The Model – how we constructed the forecast
 - Up to Date Performance & Communication of Outlook (latest thinking)
- Pricing Strategy
 - What is it and how does it impact the forecast
- Field Reporting & Incentive Compensation
 - JBI, IM, / Institutional weighting
- Field Reported Need – more ways to characterize the efficacy data



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Team Objectives

- Ensure we have a cohesive, integrated marketing plan that will impact ALL key stakeholders. Make strategic choices and prioritize top opportunities.
- Understand how we plan to reach specific segments in our target universe
- Develop an integrated marketing plan that allows us to get smarter with each tactic we roll out
- Understand how each tactic will fit into 2012 plan
- Make key tactical “choices”
- Affirm / refine 2012 strategy & ensure all tactics are aligned with strategy
- Align around strategic / tactical tradeoffs
- Identify biggest opportunities & ensure appropriate investment in tactics to support them



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Tactical Mapping

Audience	Personal Promotion	Peer to Peer	Non-Personal Digital	Media	PR	Regional	Medical	HECOR
Physician								
NP/PA								
Pharmacy								
Hospital								
Commercial Payers								
Medicare Part D								
Long Term Care								
Advocacy								
Patients								
Field Engagement								
Internal Communication								



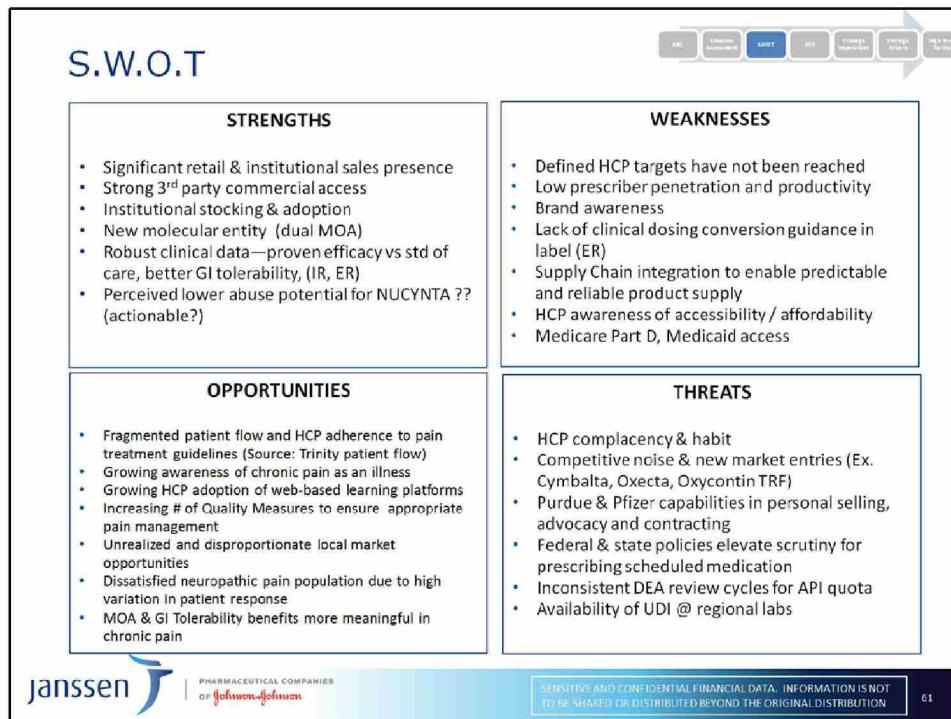
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Tactical Calendar



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Optional slide

Promotional Medical Education		Establish NUCYNTA as new standard in moderate-severe pain management
Key Channel	Budget	
<p>Speaker Program Execution</p> <ul style="list-style-type: none"> • Live Speaker Programs (1 per Rep) • Regional Programs targeting defined hot spot states • Virtual Speaker Programs (includes DPN) <ul style="list-style-type: none"> - Speaker Direct - Meeting Direct • Message Reinforcement through NewsChannels 	 	
<p>KOL Message Development and Training</p> <ul style="list-style-type: none"> • Speaker Training (Recertification + DPN Training) • Core Message Development <ul style="list-style-type: none"> - ER/IR Slide deck update - DPN indication • Advisory Board Meetings <ul style="list-style-type: none"> -PMLC (DPN) -NP/PA 		<div style="background-color: #4a86e8; color: white; padding: 5px; text-align: center;"> Remove Capture graphics on first peer to peer slide </div>



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Media	Key Channel	Budget
Establish NUCYNTA as new standard in moderate-severe pain management		
<u>Objectives</u> <ul style="list-style-type: none"> • Ensure all target audiences receive consistent monthly exposure to NUCYNTA® ER messages while maintaining focus of key brand objectives • Communicate key messages to build confidence and loyalty among audiences • Maintain competitive share of voice among target audiences 		
<u>Media Plan Parameters</u> <ul style="list-style-type: none"> • <u>Print</u> <ul style="list-style-type: none"> • January – June: “Powerful Pain Management” • 4 page insert + 3.5 Pages BW • Pain Specialists + Neurologists • <u>Online</u> <ul style="list-style-type: none"> • January – June • Various banner ads • Primary Care, Pain Specialists 		
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Media

Establish NUCYNTA as new standard in moderate-severe pain management

Online Media Plan

Site/Vendor	January - June	Planned Impressions	Planned Spend
Mayo Clinic Proceedings /Journal of Family Practice	ROS Banners	300,000	\$19,500
Jr1 Bone & Joint Surgery	ROS Banners	600,000	\$38,250
Ortho Supersite	ROS Banners Rheab Readblock Arthritis Readblock Headline Newsletter	322,350	\$48,300
Monthly Prescribing Reference	ROS Banners Pain Section Takeover	450,000	\$72,120
Practical Pain Management	ROS Banners	600,000	\$45,000
E-HealthCare Solutions	ROS Banners	1,800,000	\$126,000
JAMA/Archives of Internal Medicine	ROS Banners	1,200,000	\$67,800
Spine Universe	ROS Banners	600,000	\$39,000

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Trade & Retail Pharmacy

Representative Delivered Tactics

- Update Business Review Sell Sheet – NUCYNTA ER
- Update Business Review Slide Deck – Trade Directors
- Pharmacy Locator “App” on iPAD

Non-Personal Tactics

- e-Pharma – Formulary Win Updates (eg CVS Caremark Formulary Flash – 220K e-blast)
- Integrachain Pharmacy Data – Field Stocking Reports
- DPN – Product Profile Insert – Pharmacy Times / US Pharmacist
- DPN – Disease State Insert – Pharmacy Times / US Pharmacist

Drive broad and competitive access and availability

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Institutional

Drive broad and competitive access and availability

Institutional Promotional Strategy

- Shift focus back to NUCYNTA as primary product – Drive Order Set / Protocols & Utilization
- NUCYNTA ER stocking, formulary adoption & opportunistic utilization where appropriate

Institutional Promotional Tactics

- NUCYNTA iPAD Cycle 1 update
- NUCYNTA campaign refresh
- Formulary Communication Tools – Flashcards, Grids, etc.



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Promotional Platform		Establish NUCYNTA as new standard in moderate-severe pain management
Key Channel	Budget	
NUCYNTA ER		
<ul style="list-style-type: none"> • iPAD Cycle 1 Update • iPAD Cycle 2 Update • Branded Waiting Room Patient Flyer • Patient Brochure • REMS Program Update 		
NUCYNTA		
<ul style="list-style-type: none"> • iPAD Cycle 1 Update • NUCYNTA Campaign Refresh 		
NUCYNTA & NUCYNTA ER		
<ul style="list-style-type: none"> • Savings Card Program Update • NUCYNTA & NUCYNTA ER Dosing Brochure • NUCYNTA & NUCYNTA ER Switch Study Reprint 		



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Promotional Platform		Budget
Key Channel		
NUCYNTA ER DPN Indication		
• iPAD DPN Assets		
• DPN Journal Ads		
• DPN Convention Panels		
• DPN Branded Leave Behind		
• DPN HCP Mailer & Envelope		
• DPN Reprint Carrier Series (3)		
• DPN Banner Ads		
• DPN Website Integration		
• DPN SEO		
• DPN Website FAQs		
NUCYNTA ER DPN Indication – Training		
• Sales Rep FAQs		
• Annotated PI		



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Promotional Platform		Establish NUCYNTA as new standard in moderate-severe pain management
Key Channel		Budget
	NUCYNTA ER – Medium Priority Tactics	
	<ul style="list-style-type: none">• Exam Room chronic pain checklist• Chronic Pain resource guide flip chart (NP/PA)• Unbranded Patient Checklist for Waiting Room• NUCYNTA ER Product Overview Video	
	NUCYNTA ER DPN Indication – Medium Priority Tactics	
	<ul style="list-style-type: none">• DPN Dosing Guide Update• DPN Dosing Poster	
	NUCYNTA & NUCYNTA ER – Medium Priority Tactics	
	<ul style="list-style-type: none">• Plasma Convention Panels Conversion• Physician Relationship Management (PRM) Program	



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Promotional Platform		Establish NUCYNTA as new standard in moderate-severe pain management
Key Channel		Budget
NUCYNTA ER – Low Priority Tactics		
<ul style="list-style-type: none">• iPAD Call Openers• "Not All Opioids Are Created Equal" Digital FC Series (2) (iPAD & Convention Panel)		
NUCYNTA ER DPN Indication – Low Priority Tactics		
<ul style="list-style-type: none">• Internal Communication		
NUCYNTA & NUCYNTA ER – Low Priority Tactics		
<ul style="list-style-type: none">• Roundtable Discussion Video → White Paper Generation• Icon Graphic• "Did You Know?" NUCYNTA & NUCYNTA ER Fast Facts		



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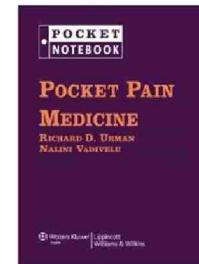
Institutional

Demonstrate industry leadership in advocacy for HCP & patient access

Institutional Residency Programs

- Demonstrate industry leadership in pain management education for residents
- Resident Textbook Program: *Pocket Pain Medicine* – 40,000 copies
- McNeil Consumer Co-Promotion – Castle Connolly

Resident Board Certification Guides



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NUCYNTA® ER Speaker Direct Speaker

Speaker Direct:

- Live videoconference series for hard to see/ no see HCPS
- Customers select a speaker of their choice and a time that is convenient for them
- Simple registration
- Auto-confirmation and reminder messages

NUCYNTA® ER Meeting Direct



The image shows a screenshot of a web-based video conference platform. At the top, there are logos for NUCYNTA® ER and MEETING DIRECT. The main interface is titled "NUCYNTA ER Meeting Direct" and "NEW PERSPECTIVES IN THE MANAGEMENT OF MODERATE TO SEVERE CHRONIC PAIN". The registration section on the left shows a list of names and email addresses. The video conference interface on the right shows a video feed of a person and the NUCYNTA ER logo.

Meeting Direct:

- Live and archived videoconference series where HCPs register for a pre-determined day and time virtual program
- Customers receive on-label, promotional medical education
- Representatives invite customers
- Simple registration
- Auto-confirmation and reminder messages

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Mediscripts Slide



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Print Media

Establish NUCYNTA as new standard in moderate-severe pain management

Print – Publications in 2012 Media Plan

Pain Management

Journal of Pain
Journal of Pain & Symptom Management
Pain Medicine News
Practical Pain Management
The Pain Practitioner

Neurology

Clinical Neurology News
Archives of Neurology
Neurology Today



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Digital Plan

Lisa Biancani

Dominic Lazzaro



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Digital Media

Establish NUCYNTA as new standard in moderate-severe pain management

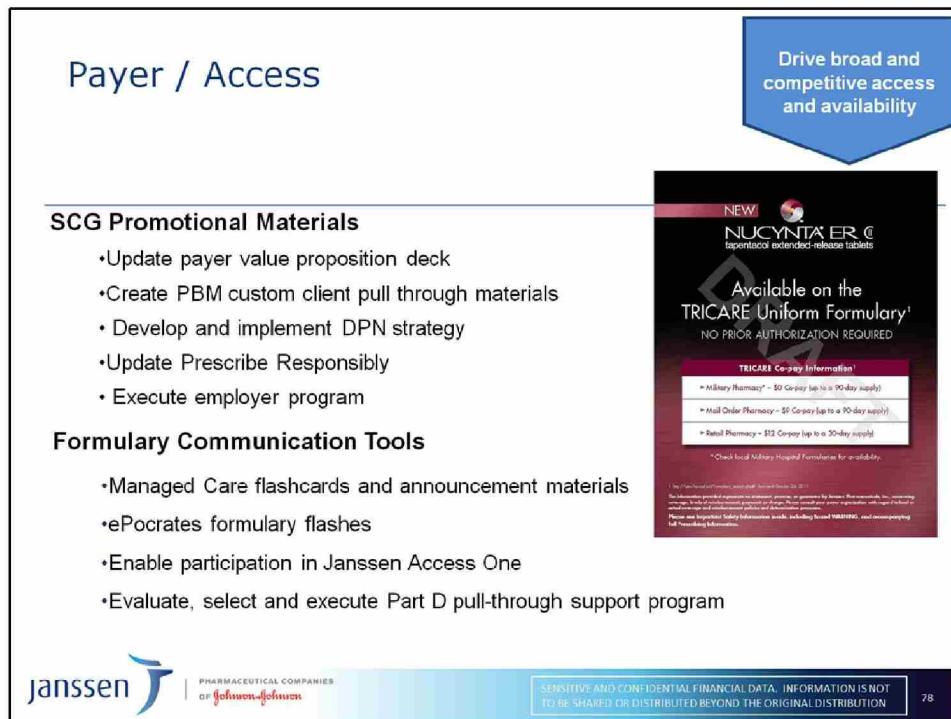
Websites Included in the Online Media Plan



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Payer / Access

Drive broad and competitive access and availability

PNMT \$25 Savings Cards & Voucher Programs

Improve access and affordability to NUCYNTA and NUCYNTA ER

- Reduce costs by minimizing reliance on printed cards
- Identify methods to engage stakeholder to use e-access to cards and/or other electronic options such as Smart Phone delivery
- Integrate Health Media program
- Continue pilot(s) with IDN e-Trial systems


NUCYNTA ER tablets for extended-release tablets
NUCYNTA tapentadol


NUCYNTA ER tablets for extended-release tablets
NUCYNTA tapentadol


NUCYNTA ER tablets for extended-release tablets
NUCYNTA tapentadol


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Institutional

Drive broad and competitive access and availability

Institutional Disease State Tactics

Optimizing Acute Pain Management in the Institutional Setting Campaign

- Institutional Burden of Pain Slide Deck & Discussion Guide
- Joint Commission Resources Toolkit – *Pain Management: A Systems Approach To Improving Quality & Safety*
- Joint Commission Resources Textbook – *Approaches to Pain Management*
- Prescribe Responsibly – QualitySolutions360.com
- Employer Program – Institutional Focus
- Marshall Steele Webinar Series

 MARSHALL | STEELE





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Policy/Advocacy/PR

Frank De Miro



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Policy/Advocacy/Public Relations

Demonstrate industry leadership in advocacy for HCP & patient access

National Advocacy Partnerships

- Collaborate with pain coalition to develop national platform for opioid policy
- Design and implement national advocacy/policy program(s) to align with current PR/media campaigns including Smart Moves, Smart Choices, Let's Talk Pain and Prescribe Responsibly. (ex. Lock Box campaign)
- Identify and lead opportunities for cross-company collaboration
- Create and execute national opioid policy educational programming and integrate advocacy, managed care and/or HPAD team to support effort
- Develop prescribe responsibly education materials for institutional sales team.

 American Pain Foundation
A United Voice of Hope and Power over Pain

 Smart Moves
Smart Choices

 Talk • Listen • Act
Let's Talk PAIN

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Policy/Advocacy/Public Relations

Demonstrate industry leadership in advocacy for HCP & patient access

Local Advocacy Empowerment

- Develop process to execute programs to address local policy issues
Ex. FL, OH
- Expand programs for HPAD delivery

REGISTER TODAY Florida Policy Program HB7095 MEETING DIRECT

Live Videoconference Schedule

#	Date	Eastern
1.	Monday, December 08, 2011	7:30 AM
2.	Tuesday, December 09, 2011	7:30 AM
3.	Wednesday, December 12, 2011	7:30 AM
4.	Thursday, December 13, 2011	6:00 AM
5.	Friday, December 14, 2011	6:00 AM
6.	Saturday, December 17, 2011	6:00 AM
7.	Sunday, December 18, 2011	6:00 AM
8.	Monday, December 19, 2011	6:00 AM
9.	Tuesday, December 20, 2011	6:00 AM
10.	Wednesday, December 21, 2011	6:00 AM
11.	Thursday, December 22, 2011	6:00 AM

Presented by: John J. Cullinan, PhD
Vice President, Office of Administration & Operations,
Drug Enforcement Administration (retired)
President, Board of Directors
Drug Watch International

HOW TO REGISTER
Visit: www.HB7095INFO.com
Enter access code: SCHEDULE

This exciting program will provide you with an opportunity to interact with a leading authority in the field of prescription drug abuse. You will have the opportunity to ask questions and receive answers from a specialist in the videoconference. If you have any specific or individualized questions, please feel free to ask and we will promptly respond to you.

MEETING DIRECT

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